GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:6214
ANSWERED ON:27.04.2001
SURVEY ON AIR PROGRAMMES
DAGGUBATI RAMANAIDU

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the audience for All India Radio programmes have gone down in recent times;

(b) if so, the details of the survey conducted to assess the listeners of AIR programmes;

(c) the outcome thereof ;

(d) whether several of these programmes concentrate on upper class and middle class listeners; and

(e) if so, the steps taken by the AIR to broadcast programmes for lower class as most of them possess radio/transistors?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) No, Sir.

(b) & (c): Details of percentage of listenership in Radio Homes as per the Audience Research Survey are as follows;

Year	Percentage
1996-97	48
1997-98	47
1998-99	50
1999-2000	Survey not conducted
2000-2001	50

(d)& (e) : No Sir. AIR always strives to cater to the listeners of all sections of society.